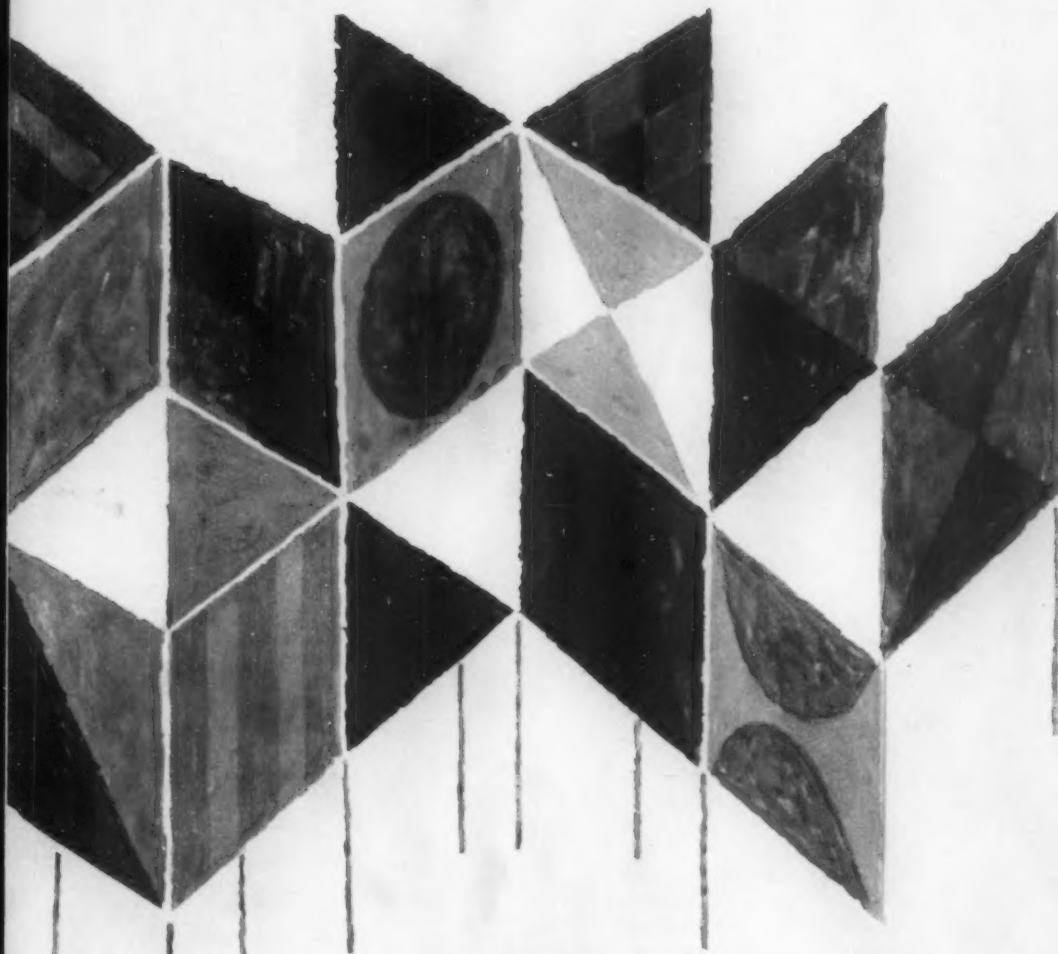


V. 33, No. 7 A.

Supplement to MODERN PACKAGING, March, 1960, issue

MODERN PACKAGING



Your complete guide to the AMA National Packaging Show
April 4-7, 1960

Including Program of the AMA National Packaging Conference
April 4-6, 1960

Both at Convention Hall, Atlantic City, N. J.

Conference Program

CONVENTION HALL, Atlantic City, N. J., April 4-6, 1960

MONDAY, April 4, from 9:30 a.m. to 12:30 p.m., Grand Ballroom

PACKAGING FOR PROFIT — Chairman, Henry Schniewind, vice president, Spring Mills

ARE YOU READY TO PACKAGE IN THE SIXTIES? Orlin E. Johnson, vice president in charge of production, Bristol-Myers Co.

PACKAGES, PRODUCTS AND P & L STATEMENTS. Gordon C. McNowb, controller, Mead Johnson & Co.

THE PLACE OF PACKAGING AT KIRSCH. J. W. Kirsch, executive vice president-operations, Kirsch Co., Inc.

PACKAGING COORDINATION AT GLIDDEN. R. L. Loxon, director of purchases and trade relations, Glidden Co.

THE GOALS AND ROLES OF PACKAGING AT MONTGOMERY WARD. F. W. Priess, manager, product and package design, Montgomery Ward & Co.

TUESDAY, April 5, from 9:30 a.m. to 12:30 p.m.

PACKAGE PRODUCTION — Chairman, S. L. Torno, vice president, Danforth Wines (Toronto)

Committee Room #20

MANUFACTURING'S PART IN THE OVER-ALL PACKAGING PROGRAM. R. P. Gardner, vice president-manufacturing, S. C. Johnson & Son.

MAINTAINING AN EFFECTIVE PURCHASING-PRODUCTION TEAM. Donald L. Rogers, vice president, Comet Rice Mills.

PACKAGE FLOW — PRODUCTION HANDLING AND DISTRIBUTION. Glen Nowotny, production manager, Ray-O-Vac Co.

PACKAGE PRODUCTION PROBLEM SOLVING. R. J. Lappin, chief mechanical engineer, School Equipment Div., Brunswick-Balke-Collender Co.

PACKAGE RESEARCH — Chairman, C. L. Rumberger, vice president, research and quality control, H. J. Heinz Co.

Committee Room #21

INTEGRATING PACKAGE DEVELOPMENT IN THE NEW PRODUCT PROGRAM. C. D. Schoby, manager, package development and design department, Armour & Co.

PACKAGE PLANNING & DEVELOPMENT — CAPITALIZING ON TALENTS! T. W. Petty, packaging and loading engineer — central operations, U. S. Steel Corp.

TOTAL PLANNING FOR PACKAGING. John R. McCarty, vice president, Frito Co.

CREATIVE PACKAGING FOR INDUSTRIAL HARDWARE. R. G. Edwards, vice president, American Hardware Corp.

PACKAGE MARKETING — Chairman, J. J. Culbert, vice president-marketing, Ekco Products Co.

Grand Ballroom

WHERE DOES PACKAGING FIT IN THE "MARKETING CONCEPT"?

PACKAGE IMAGERY — CORPORATION, FAMILY & PRODUCT. Edward L. Slater, assistant director of advertising, Sylvania Electric Products.

PACKAGE DYNAMICS — PROMOTION AND PRESENTATION. Lloyd W. Dunn, vice president, Capital Records.

THE HOUSEWIFE APPRAISES PACKAGES. Charlotte Montgomery, consultant and columnist for Good Housekeeping.

WEDNESDAY, April 6, from 9:30 a.m. to 12:30 p.m., Grand Ballroom

THE PROFILES OF PACKAGING — Chairman, Henry Schniewind, vice president, Spring Mills

PACKAGE DEVELOPMENT AND ENGINEERING

George R. Ryan, director of packaging, Abbott Laboratories.

Paul O. Vogt, consultant.

W. H. Ensie, materials services director, General Foods.

Robert B. Etter, plant manager, Lewis-Howe Co.

Charles R. Gustafson, packaging coordinator, American Radiator & Standard Sanitary Corp.

PACKAGE DESIGN AND MERCHANDISING

Carmon M. Elliott, manager of packaging design department, Eastman Kodak Co.

Karl Fink, Karl Fink & Associates, industrial designers.

Saul Bass, designer.

Max Rogers, art director, Avon Products.

Walter Stern, technical director, Raymond Loewy Associates.

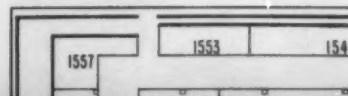
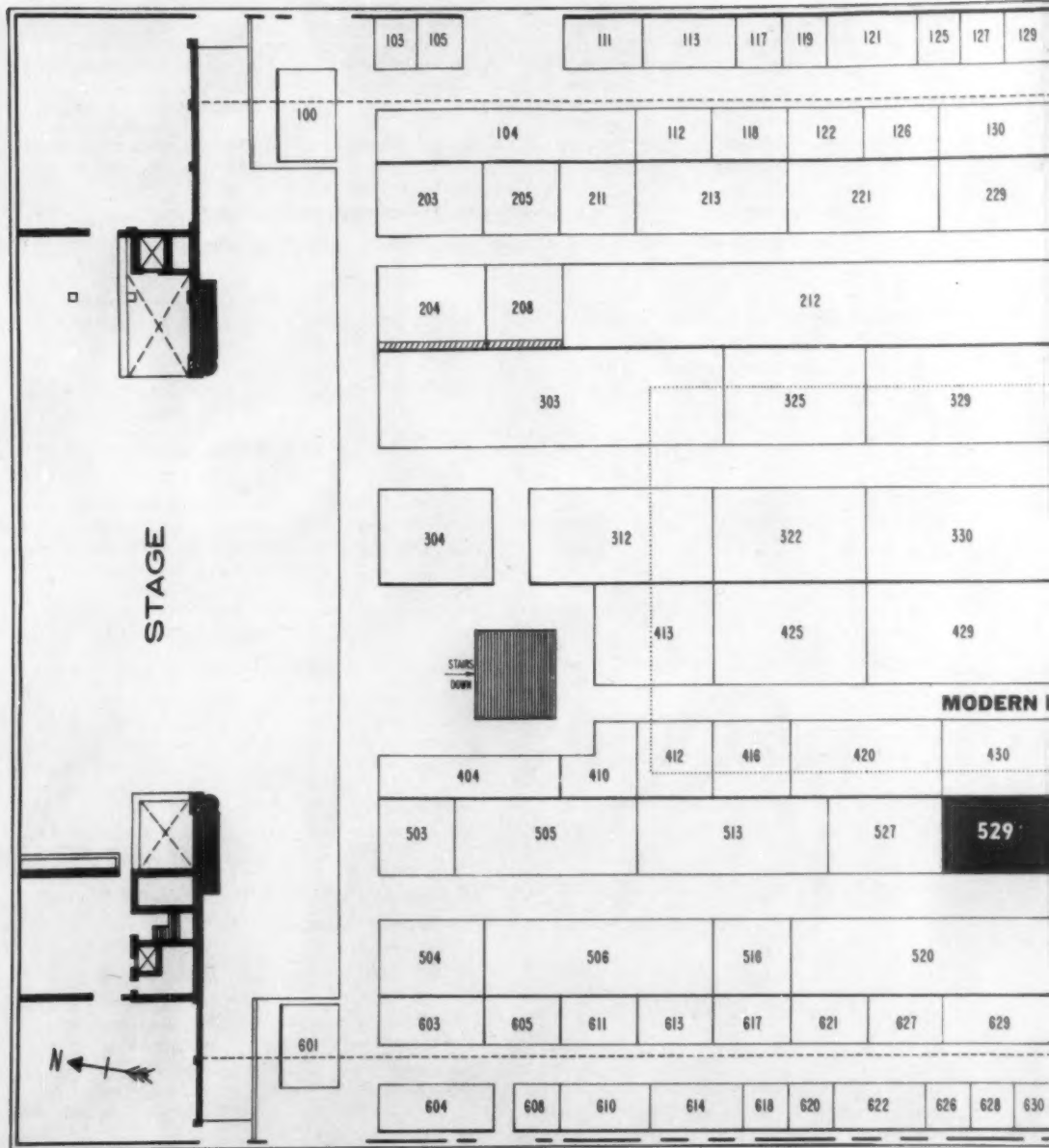
29th AMA NATIONAL PACKAGING EXPOSITION

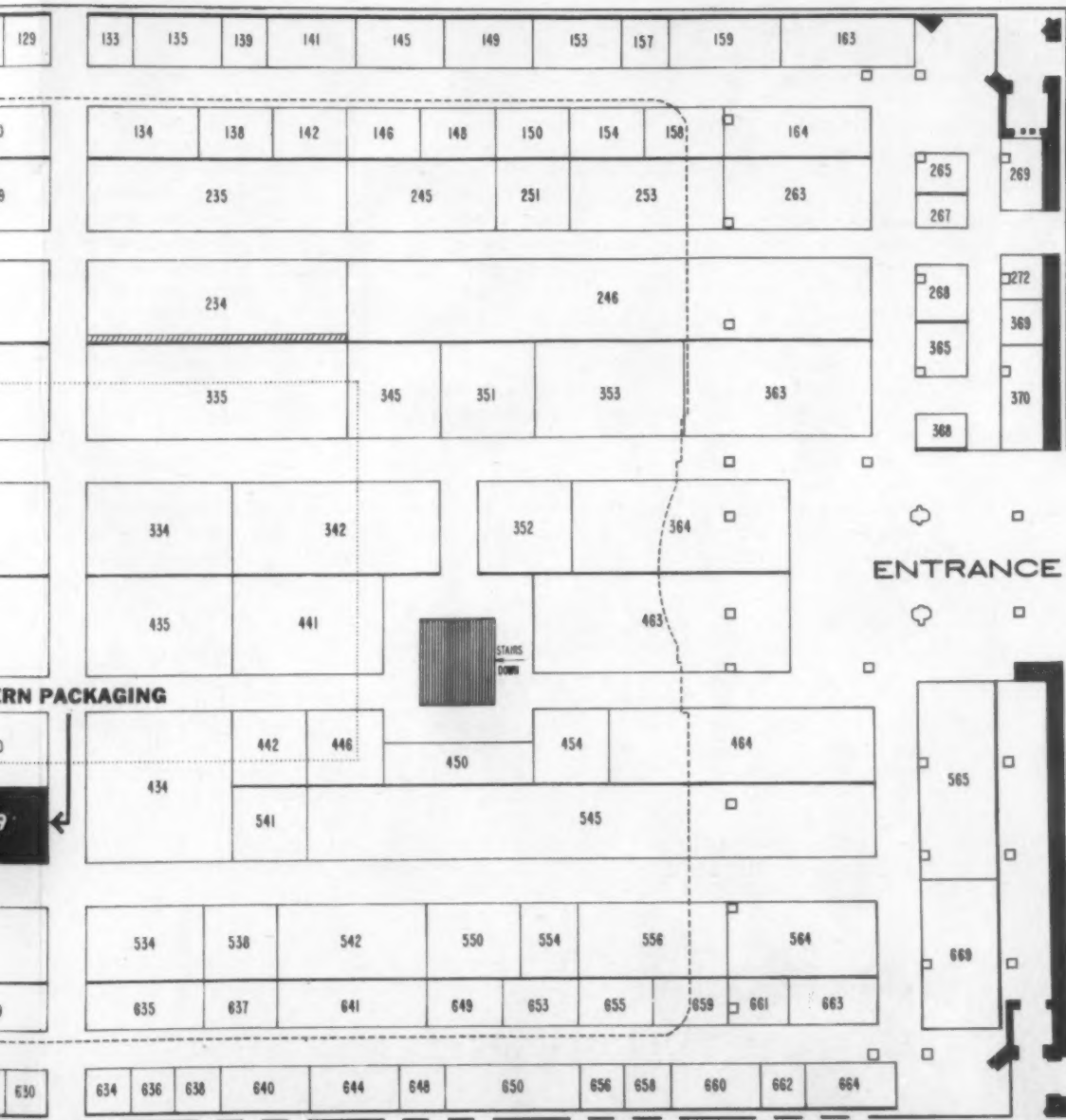
ALPHABETICAL LIST OF EXHIBITORS

| <i>Exhibitor</i> | <i>Booth Number</i> | | |
|--|---------------------|---|------|
| A-B-C Packaging Machine Corp. | 550 | Behr-Manning Co., a div. of | |
| Abbott Plastic Machine Corp. | 1157 | Norton Co. | 917 |
| Acme Steel Co. | 565 | Bell-Mark Corp. | 1003 |
| Addressograph-Multigraph Corp. | 650 | Bemis Bro. Bag Co. | 404 |
| Air Reduction Co., Customer Service Packaging Laboratory | 1526 | Bensing Bros. & Deeney, Div. of Sun Chemical Corp. | 542 |
| Ajusto Equipment Co. | 117 | Bernardin Bottle Cap Co. | 918 |
| Algene Marking Equipment Co. | 126 | Better Packages, Inc. | 130 |
| Allied Chemical Co. | 1345 | Biner-Ellison Machinery Co. | 211 |
| Aluminum Co. of America | 425 | Bivans Corp. | 503 |
| Aluminum Foils, Inc. | 617 | Blocksom & Co. | 1216 |
| Amaco, Inc. | 1024 | Borden Chemical Co. | 1427 |
| American Can Co. | 246 | Bostitch, Inc. | 221 |
| American Excelsior Corp. | 205 | Boxboard Containers | 442 |
| American Latex Fibre Corp. | 1228 | Brady, W. H., Co. | 1304 |
| American Partition Co. | 133 | Braun, W., Co. | 527 |
| American Viscose Corp. | 420 | Brown-Bridge Mills, Inc. | 121 |
| Amsco Packaging Machinery, Inc. | 516 | Bunn, B. H., Co. | 1222 |
| Anaconda Aluminum Co. | 922 | Burnet Co. | 1317 |
| Andrews, Mark, Co. | 630 | Burt, F. L., Co. | 1316 |
| Apex Machine Co. | 119 | Burt, F. N., Co. | 649 |
| Arabol Mfg. Co. | 263 | | |
| Armstrong Cork Co. | 1531 | Campco, Div. of Chicago | |
| Atlas Vac-Machine Corp. | 1326 | Molded Products Corp. | 1005 |
| Auto-Vac Co., Div. of National Cleveland Tool Corp. | 1408 | Carbert Mfg. Co. | 1357 |
| Avery Label Co. | 153 | Celanese Plastics Co. Div., Celanese Corp. of America | 342 |
| Avisun Corp. | 1101 | Cel-Fibe Div., Personal Products Corp. | 1453 |
| | | Celluplastic Corp. | 1217 |
| | | Celotex Corp. | 1153 |
| | | Chaffee, Ralph, & Co. | 268 |
| Barnes Drill Co. | 1429 | Champion Paper & Fibre Co. | 1123 |
| Bartelt Engineering Co. | 1142 | Chanal Plastics Corp. | 1532 |
| | | Chase Bag Co. | 1131 |
| | | Chase Equipment Corp. | 662 |
| | | Chaspec Mfg. Co. | 245 |
| | | Chicago Printed String Co. | 1458 |
| | | Cincinnati Box & Partition Co. | 1538 |
| | | Claremont Pigment Dispersion Corp. | 923 |
| | | Clark-Aiken Co. | 1023 |
| | | Clark, J. L., Mfg. Co. | 908 |
| | | Cleveland Container Co. | 538 |
| | | Cleveland Lathe & Machine Co. | 1505 |
| | | Climax Products Div., Lodge & Shipley Co. | 1417 |
| | | Collapsible Tube Mfg. Council | 1301 |
| | | Columbian Rope Co. | 118 |
| | | Comet Industries | 1223 |
| | | Conapac Corp. | 251 |
| | | Consumer Packaging | 442 |
| | | Continental Can Co. | 545 |
| | | Cottrell Co. | 1402 |
| | | Crown Cork & Seal Co. | 253 |
| | | Crown Zellerbach Corp. | 303 |
| | | Curtis, S., & Son | 928 |
| | | | |
| | | Daher Co. | 638 |
| | | Davis, Joseph, Plastics Co. | 1430 |
| | | Delaware Barrel & Drum Co. | 937 |
| | | Dennison Mfg. Co. | 534 |
| | | Dependable Compressor & Machine Co. | 1230 |
| | | Derby Sealers | 325 |
| | | Dexter, C. H., & Sons | 1323 |

(continued)

↑ Lift here for floor plan and continuation of exhibitors listing





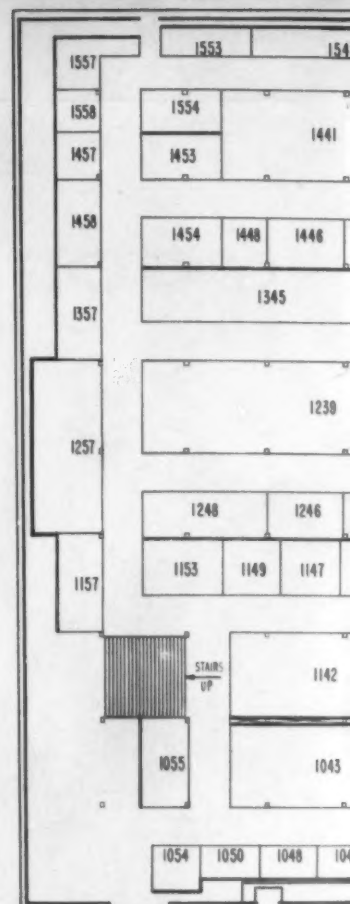
DWALK LEVEL

| | | | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1545 | 1539 | 1535 | 1533 | 1531 | 1527 | 1523 | 1519 | 1517 | 1513 | 1509 | 1505 | 1501 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|

ALPHABETICAL LIST OF EXHIBITORS (continued)

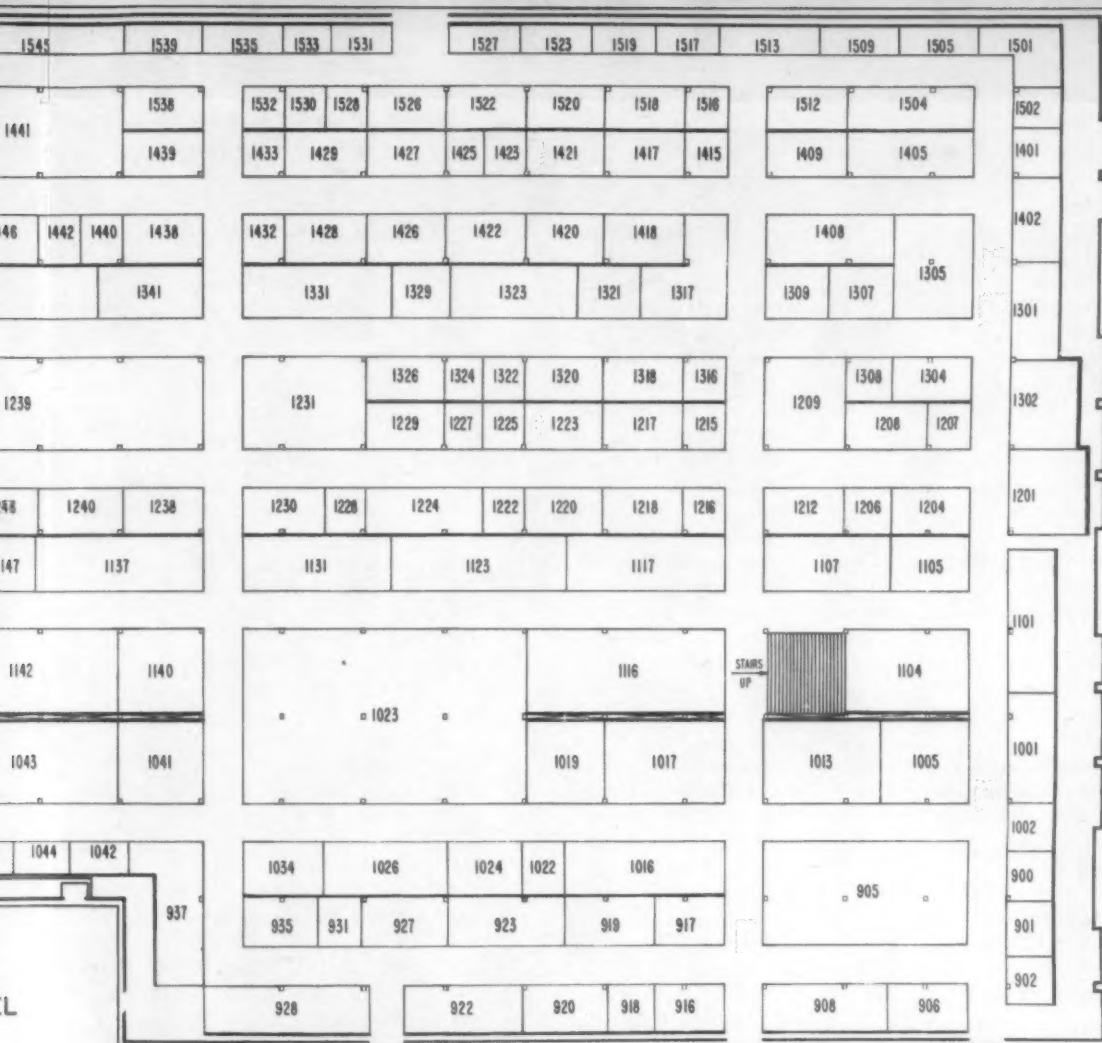
Exhibitor Booth Number

| | | | |
|--|------|---|------|
| Diagraph-Bradley Industries | 158 | General Box Co. | 111 |
| Diamond National Corp., Gardner Div. | 1441 | General Chemical Div., Allied Chemical Corp. | 1345 |
| Diamond Plastic Industries | 1405 | General Printing Ink Co., Div. of Sun Chemical Corp. | 542 |
| Dispens-A-Label Devices | 656 | General Research & Supply Co. | 1240 |
| Dobeckmun Co., a Div. of Dow Chemical Co. | 435 | Geveke & Co. | 142 |
| DosaMatic Dropper Corp. | 1206 | Gibbs Automatic Moulding Div., Pierce Industries | 1322 |
| Doughboy Industries | 603 | Glassine & Greaseproof Mfrs. Assn. | 104 |
| Dow Chemical Co. | 506 | Goodyear Tire & Rubber Co. | 441 |
| Dumatic Industries | 626 | Gottsch, Adolph, Inc. | 629 |
| du Pont, E. I., de Nemours & Co. "Cel-O-Seal" Cellulose Bands Div. | 456 | Graphic Supply Co. | 1207 |
| Film Dept. | 464 | Gray Co. | 1229 |
| Orchem Dept. — Freon Div. | 454 | Graymills Corp. | 1535 |
| Polychemicals Dept. | 434 | Greif Bros. Cooperage Corp. | 1248 |
| Dusenbery, John, Co. | 1041 | Griffin-Rutgers | 1516 |
| Dyna-Foam Corp. | 906 | Gump, B. F., Co. | 635 |
| | | Gutmann, Ferdinand, & Co. | 125 |
| Eastern Corrugated Container Corp. | 1409 | Hampton Mfg. Co., Industrial Tape Div. | 1149 |
| Eastern Duo-Fast Corp. | 1034 | Harris-Intertype Corp. | 1402 |
| Eastman Chemical Products | 304 | Hayssen Mfg. Co. | 410 |
| Eastman Kodak Co., Cellulose Products Div. | 556 | Haywood Publishing Co. | 442 |
| Ekco-Alcoa Containers | 345 | Hedwin Corp. | 159 |
| Electronic Machine Parts | 368 | Heekin Can Co. | 931 |
| Emhart Mfg. Co., Portland Div. | 640 | Heinrich Equipment Corp. | 213 |
| Enjay Co. | 1201 | Herbert Products | 1428 |
| Erdco Engineering Corp. | 1446 | Hobbs Mfg. Co. | 613 |
| Eriez Mfg. Co. | 1309 | Hollander, Allen, Co. | 614 |
| Erich International Corp. | 1001 | Howard Publishing Co. | 1432 |
| Ertel Engineering Corp. | 901 | Hudson-Sharp Machine Co., FMC | 520 |
| FMC Packaging Machinery Div. | 520 | | |
| Hudson-Sharp Machine Co. | | Ideal Stencil Machine Co. | 622 |
| Kingsbury & Davis Plant | | Ideal Tape, Inc. | 1002 |
| Simplex Plant | | Impact-O-Graph Corp. | 1324 |
| Stokes & Smith Plant | | Index Industrial Corp. | 1520 |
| Felins Tying Machine Co. | 129 | Industrial Packaging | 442 |
| Fibre Drum Mfrs. Assn. | 660 | Intaglio Service Corp. | 208 |
| Fife Mfg. Co. | 164 | Interchemical Corp., Printing Ink Div. | 329 |
| Findley, F. G., Co. | 204 | International Eastern Co. | 1329 |
| Fischbein, Dave, Co. | 157 | International Paper Co. | 1239 |
| Flex-O-Glass, Inc. | 1530 | International Staple & Machine Co. | 429 |
| Fluid Chemical Co. | 1502 | | |
| Foampack Corp. | 1519 | J. G. Machine Works | 1533 |
| Food & Drug Packaging | 1042 | Jackmeyer Corp. | 1522 |
| Forbes Lithograph Mfg. Co. | 1518 | Janesville Cotton Mills | 1048 |
| Frank, Walter, Organization | 1513 | Jiffy Mfg. Co. | 412 |
| Fuller, H. B., Co. | 1218 | Johns-Manville, Dutch Brand Div. | 1105 |
| GPE Controls | 659 | Joint Military Forces | 1545 |
| Gaylord Container Corp., Div. of Crown Zellerbach Corp. | 303 | Judelshon, Oscar I. | 935 |



LOWER LEVEL

| | |
|--|------|
| Kahlenberg Globe Equipment Co. | 103 |
| Kaiser Aluminum & Chemical Corp., Foil & Container Div. | 1257 |
| Kartridg-Pak Co. | 669 |
| Kendall Co., Polyken Sales Div. | 1246 |
| Keyes Fibre Co. | 1321 |
| Kimberly-Clark Corp. | 351 |
| Kingsbury & Davis Plant, FMC | 520 |
| Kleen-Stik Products | 663 |
| Koppers Co., Inc., Plastics Div. | 1104 |
| Krause, Frederick A., Associates | 127 |
| Kurhan Co. | 1318 |
| Labelette Co. | 1215 |
| Lakso Co. | 611 |
| Lassiter Corp. | 113 |



| | | | | | | |
|----|----------------------------|-------|------------------------------|------|--------------------------------|------|
| 03 | LectroMatic Devices | 1331 | Michigan State University, | | National Barrel & Drum Assn. | 1433 |
| | Leedpak | 604 | Packaging Foundation | 1539 | National Bundle Tyer Co. | 636 |
| | Lever Mfg. Co. | 1044 | Miller Wrapping & Sealing | | National Can Corp. | 1019 |
| 57 | Lily-Tulip Cup Corp. | 919 | Machine Co. | 516 | National Equipment Corp. | 163 |
| 69 | Linear Products | 1528 | Milprint | 229 | National Foil Co. | 1302 |
| | Long & Co. | 1238 | Minnesota Mining & Mfg. Co. | 212 | National Packaging Corp. | 1208 |
| 46 | | | MODERN PACKAGING | 529 | National Paper Box Mfrs. Assn. | 141 |
| 21 | MRM Co. | 203 | Modern Plastics | | National Starch & | |
| 51 | Manhattan Adhesives Corp. | 154 | Machinery Co. | 1527 | Chemical Corp. | 334 |
| 20 | Marathon, Div. of American | | Monarch Marking System Co. | 1147 | New Era Mfg. Co. | 644 |
| 63 | Can Co. | 246 | Monroe-Danford & Co. | 1557 | New Jersey Machine Corp. | 505 |
| | Markem Machine Co. | 621 | Monsanto Chemical Co. | | | |
| 04 | Marsh Stencil Machine Co. | 655 | Inorganic Div. | 927 | Olin Mathieson Chemical Corp., | |
| | Martin Engineering Co. | 1225 | Plastics Div. | 364 | Packaging Div. | 1116 |
| 27 | Mead Corp. | Stage | Moonglow Plastic Jewel Corp. | 648 | Oliver Machinery Co. | 637 |
| 18 | Melrose Packaging Corp. | 608 | Morningstar-Paisley | 541 | Ortman-McCain Co. | 1439 |
| | Mercury Heat Sealing | | Mosstype Corp. | 138 | Owens-Illinois Glass Co. | 234 |
| 15 | Equipment Co. | 370 | Multistamp Co. | 267 | Oxy-Dry Sprayer Corp. | 1454 |
| 11 | Metal Edge Industries | 446 | Mystik Adhesive Products | 601 | | |
| 13 | Mettler Instrument Corp. | 1308 | Nashua Corp. | 150 | Packaging Components | 1519 |

↑ Lift here for floor plan and continuation of exhibitors listing

| <i>Exhibitor</i> | <i>Booth Number</i> | | | | |
|------------------------------|---------------------|------------------------------|------|--------------------------------|------|
| Packaging Industries, Ltd. | 352 | St. Regis Paper Co. | 905 | Toledo Scale, Div. of | |
| Packaging Institute | 1517 | Schjeldahl, G. T., Co. | 1013 | Toledo Scale Corp. | 1140 |
| Pack-Rite Machines, Div. of | | Seal-A-Round Corp. | 902 | Tompkins' Label Service | 664 |
| Techtman Industries | 450 | Seal-O-Matic Dispenser Corp. | 1424 | Tri-State Plastic Molding Co. | 628 |
| Pamarco | 920 | Sealright Co. | 145 | Tri-Wall Containers | 100 |
| Pan Industrial Corp. | 1504 | Seamless Rubber Co. | 1212 | Tronomic Machine | |
| Paper Package Co. | 1405 | Shopsin Paper Co. | 620 | Mfg. Corp. | 1438 |
| Paterson Parchment Paper | 1501 | Signode Steel Strapping Co. | 1016 | | |
| Permacel | 513 | Simco Co. | 1320 | Union Bag-Camp Paper Corp. | 335 |
| Pfaudler Co., a Div. of | | Simon Adhesive Products | 1054 | Union Carbide Plastics Co., | |
| Pfaudler Permutit | 653 | Simplex Plant, FMC | 520 | Div. of Union Carbide Corp. | 353 |
| Phillips-Joanna Co. | 1017 | Simplex Plastic Products | 1415 | Union Paste Co. | 204 |
| Photomation | 1425 | Sinclair & Valentine Co. | 413 | Union Steel Products Co. | 322 |
| Photo-Process Screen Mfg. | 1227 | Smith, H. P., Paper Co. | 122 | U. S. Engineering Co. | 149 |
| Pitney-Bowes | 554 | Soabar Co. | 1204 | U. S. Industrial Chemicals Co. | 1231 |
| Plastic Horizons Sales Corp. | 900 | Sohn Mfg. Inc. | 1554 | U. S. Printing & Litho. Co. | 1027 |
| Plastic Packaging Corp. | 1401 | Southern Adhesives Corp. | 204 | U. S. Steel Corp. | |
| Plastics World | 272 | Speedry Products | 112 | U. S. Steel Products Div. | 627 |
| Plast-O-Craft Corp. | 1509 | Spencer Chemical Co. | 1305 | U. S. Steel Supply Div. | 1117 |
| Plastomatic Corp. | 1418 | Standard Instrument Corp. | 1421 | | |
| Plax Corp. | 463 | Standard Paper Box | | Vac-Tie Fasteners | 265 |
| Pneuma-Flo Systems | 916 | Machine Co. | 1558 | Varigraph Co. | 1050 |
| Polymer Chemicals Div., | | Stanford Engineering Co. | 1137 | Varn Products Co. | 1523 |
| W. R. Grace & Co. | 1209 | Stein, Hall & Co. | 430 | Verner, B., & Co. | 146 |
| Polytop Corp. | 1426 | Sterling Fleischman Co. | 1457 | Vertrod Corp. | 658 |
| Popper & Sons | 135 | Stoffel Seals Corp. | 661 | | |
| Potdevin Machine Co. | 416 | Stokes & Smith Plant, FMC | 520 | Web Controls Corp. | 1055 |
| Printing Machinery Co. | 105 | Sun Chemical Corp. | 542 | Weber Marking Systems | 148 |
| Pyroxylin Products | 1307 | Sundstrand-American | | West Instrument Corp. | 1220 |
| | | Broach Div. | 1224 | West Virginia Pulp & Paper | 235 |
| Quickpak Machinery Corp. | 618 | Swift & Co., Adhesive | | Western Printing Co. | 1022 |
| | | Products Dept. | 641 | Weyerhaeuser Co., | |
| Rainbow Ribbons & Fabrics | 369 | Switzer Bros. | 1423 | Silvatek Div. | 1512 |
| Rapids-Standard Co. | 1043 | Syntron Co. | 1341 | Wheaton, T. C., Co. | 1026 |
| Raymond Bag Corp., Div. | | | | White, S. S., Dental Mfg. Co. | 1440 |
| Albemarle Paper Mfg. | 504 | Technical Tape Corp. | 610 | Wolverine Paper Converting | |
| Reynolds Metals Co. | 330 | Tee-Pak | 1553 | Machinery Corp. | 634 |
| Rheem Mfg. Co. | 1107 | Tele-Sonic Packaging Corp. | 1422 | Wood Conversion Co. | 134 |
| Riegel Paper Corp. | 363 | Tempo-Vane Mfg. Co. | 635 | Wrap-Ade Machine Co. | 365 |
| Rossotti Lithograph Corp. | 269 | Thatcher Glass Mfg. Co. | 564 | | |
| Royal Mfg. Co., Sub. of | | Thomson-National Press Co. | 1420 | Yahnke, J. G., Co. | 1442 |
| Celanese Corp. of America | 605 | Tipper Tie Products of N. J. | 1448 | York Tape Printers | 139 |

SCHEDULE

Conference

| | |
|--------------------|-------------------------|
| Monday, April 4 | 9:30 a.m. to 12:30 p.m. |
| Tuesday, April 5 | 9:30 a.m. to 12:30 p.m. |
| Wednesday, April 6 | 9:30 a.m. to 12:30 p.m. |

Exposition

| | |
|--------------------|-------------------|
| Monday, April 4 | 10 a.m. to 6 p.m. |
| Tuesday, April 5 | 10 a.m. to 9 p.m. |
| Wednesday, April 6 | 10 a.m. to 6 p.m. |
| Thursday, April 7 | 10 a.m. to 4 p.m. |

